

Expertise Building

DISCOVER THE EMERGING EXCELLENCE

In a business world so driven by advanced analytics, there is nothing better than the real experience and wise counsel of those who not only preached but practiced them in the global business ground and succeed. How much of value there is for fresh graduates or young professionals working with a team of coaches or consultants with such qualities. Here's just one story. Discover the emerging excellence beyond the present...

[An Interview by Arc Australia Consulting, July 2024](#)

Samuel, a Toronto-based young professional, remotely worked with and coached by Fourteena of Arc Australia Consulting from March-September 2023. In this interview, he shared his transformative experience in gaining business knowledge altitude:

Arc Australia Consulting:
What was the purpose of your initial conversation with our Arc Australia's coach(es)?

Samuel Renata: We needed help writing a technical bid for a major public sector bid in Toronto. As an Indonesian company expanding into Canada, we struggled with world-class proposal standards. Our initial attempts were underwhelming, and Arc Consulting's expertise was crucial in helping us showcase our strengths effectively.

SAMUEL RENATA

Computer Science (Graduated in May 2021)
Toronto Metropolitan University, Toronto
Ontario (ON), Canada

What insight (or new understanding) have you gained from the conversations you had with them?

Fourteena introduced me to the powerful concept of the "silent sales person" -- our proposal. She taught me that a well-written proposal can communicate solutions and ideas so clearly that they resonate with evaluators' experiences and expectations. I learned to investigate beyond stated needs, uncovering unspoken requirements that, when addressed, make evaluators nod in agreement. Fourteena is not only a great coach but also leads by example. She demonstrated how to uncover hidden needs by sharing her own experience of winning a project by addressing the client's unstated human resource concerns.



“Understanding the whole ecosystem of stakeholders would have taken me years to gain on my own, but Fourteena's guidance fast-tracked this insight.”

Samuel Renata, Toronto

How did this insight help you prepare for your work or role in the real business world?

It revolutionised my approach to proposal writing. Fourteena showed me how to create a proposal that "jumps off the page" and speaks directly to the evaluators' minds. I now focus on not just meeting stated requirements, but also addressing unrecognized needs. This approach has transformed my ability to create winning bids.

LOOKING BACK...

How important was it for you to get the **industry experience before joining the workforce?**

The industry experience from Arc Australia, particularly through Fourteena, was invaluable. Understanding the whole ecosystem of stakeholders would have taken me years to gain on my own, but Fourteena's guidance fast-tracked this insight. She taught me that successful bid writing goes beyond technical skills -- it's about comprehending and addressing the collective needs of all stakeholders behind a client. This experience has been crucial to my success in proposal writing.

What other areas or aspects would you like our coaches to support you in future engagements?

I'd like to gain a deeper understanding of what bid scorers actually look for in proposals. Learning how to leverage this knowledge to our advantage would be invaluable. Additionally, I'm keen to further explore Fourteena's techniques for uncovering and addressing unspoken client needs in our bids.

Additional comments from Samuel:

Arc Australia Consulting, led by Fourteena, provided more than just bid writing consultation. Her 1-hour team/management consulting session was insightful and impactful. While we didn't delve deep into our specific challenges, Fourteena's observations about common issues in Indonesian companies, such as lack of initiative or motivation, resonated with us.

What result did you get when you put this new understanding into practice?

We won two significant projects in Toronto. These victories have been transformative for our company, establishing our credibility in the Canadian market.

How does this result affect your professionalism and confidence as you go out into the business world?

My confidence in creating winning proposals has skyrocketed. Fourteena's teachings have given me a unique edge in competitive bidding situations, especially where direct client contact is limited.

Her global perspective and experience with multicultural teams highlighted potential areas for improvement in our organization. This brief session demonstrated the breadth of Arc Australia's expertise and Fourteena's ability to quickly identify and address organizational dynamics. It's clear that their services extend far beyond bid management, offering valuable insights into overall business strategy and team development.



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